

Manpower Recruiting Success

Sustaining an unprecedented record of success in filling our ranks with the highest quality of young men and women available is the hallmark of the Marine Corps Recruiting Command (MCRC). MCRC has consistently accomplished its recruiting mission for the past nine years for enlisted recruiting and 14 years for officer recruiting. These achievements provide us with the impetus to continue improving the recruiting process and enhance the quality of life for our recruiters.

The key to our success remains the individual Marine recruiter, whose tireless efforts and dedication to the task have provided the Marine Corps with its next generation of warriors. Our Corps' recruiters are ambassadors to the American public, and they represent all the virtues of the Marine Corps in a single individual. They symbolize what our young applicants aspire to become.

Recruiting duty is unique and highly selective. Those chosen to become recruiters undergo extensive screening and are considered representative of the best of what the Marine Corps has to offer.

Ensuring young men and women hear and understand the recruiting message requires continual reinforcement through marketing and advertising programs. To do this we continue to emphasize our core competencies of paid media (running commercials); lead generation (generating leads for recruiters); and recruiter support (providing the recruiters with effective sales support materials). Quality advertising aimed at our target market provides the foundation for establishing awareness about the Marine Corps' opportunities among young men and women.

Paid advertising has proven to be the most effective means to communicate our message and as a result, remains the focus of our marketing efforts. As advertising costs continue to increase it is imperative that our advertising budgets remain competitive in order ensure that our recruiting message reaches the right audience. Marine Corps recruiting successes over the past years are not only a direct reflection of a quality recruiting force, but also an effective and efficient marketing and advertising program.

In FY 2004, the Marine Corps realized unprecedented recruiting success, achieving



103.6 percent of enlisted contracting and 100.06 percent of enlisted shipping objectives. 97.7 percent of those shipped to recruit training were Tier 1 high school graduates, well above the Department of Defense (DoD) and Marine Corps standards of 90 percent and 95 percent, respectively. In addition, 71.55 percent were in the I-IIIa upper mental group-again, well above the DoD and Marine Corps standards of 60 percent and 63 percent, respectively. For officers, 100 percent of objectives in all categories were achieved. The Marine Corps Reserve also achieved 100% of its recruiting goals with the accession of 6,165 Non-Prior Service Marines and 2,700 Prior Service Marines (782 Officers and 1,918 enlisted). Additionally, 341 Prior Service Marines (76 Officer and 165 enlisted) were joined to meet SELRES mobilization requirements.

The culmination of the FY 2004 recruiting efforts enabled the Marine Corps Recruiting Command to continue a



successful recruiting legacy that has spanned the better part of the last decade. In FY 2005, as force changes are developed to pursue the Global War on Terrorism, MCRC foresees continued recruiting challenges. Arming our recruiters with the resources they need to forge the battle ahead is more important than ever.

